Top 10 Cable TV Fleets

a bobit publication

june 1991

automotive FLEET®

SPECIAL REPORT

Vehicle Selection & Purchasing Management

- Cost-Effective Selectors
- Why Safety is Hot
- Cycling for Profit
- Electronic Ordering

Pickup Bed Options

Fleet Dealer Awards

1992 Econoline Van/Club Wagon

automotive
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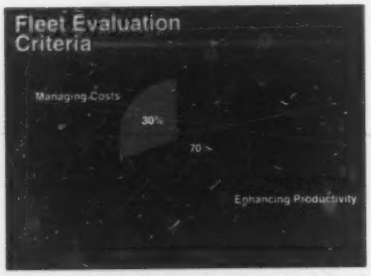
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

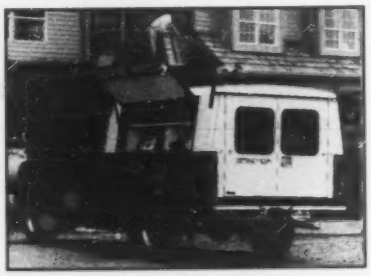
BOBIT PUBLISHING

June 1991
VOL. 30, NO. 8

Influencing the management of 5,072,000 cars and 2,209,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.



p. 23 —A recent industry survey found that 70 percent of the responding fleet managers see their job primarily as one of determining the right vehicles for their fleet application to enhance driver productivity.



p. 68—Service shells, tool boxes, storage units, and ladder racks are among the choices available for equipping light-duty pickups.

On the Cover—Ford Division's Bill Willis (left), general fleet manager, and Bob Blank, fleet sales manager, pose next to a 1992 Ford Club Wagon. For details on the 1992 Econoline Van/Club Wagon's new features, see page 62.

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Cable TV Fleet Channels Energy into Maintenance and Safety

Cox Cable of San Diego makes fleet maintenance and driver training top priorities in order to provide uninterrupted cable television signals to its subscribers. Also presented is a listing of the nation's 10 largest cable TV fleets.

This Chevrolet S-10 pickup operated by Cox's San Diego fleet is equipped for carrying cable TV counters, cable, and climbing equipment.

A significant percentage of most cable company fleets are made up of specially-modified trucks carrying installation and repair equipment necessary to establish and maintain uninterrupted cable TV signal transmission.

Cox Cable of San Diego, CA uses approximately 50 such vehicles in its regional operation and operates a centralized regional maintenance program to keep these vehicles running. (Cox Cable of San Diego is a regional operation that is part of Cox Enterprises in Atlanta, GA, one of the top 10 cable fleets in the nation. See page 66.)

Atypical Usage is the Norm

Although most vehicles in the Cox Cable of San Diego fleet average approximately 12,000 miles per year, the installation and repair trucks log at least 20,000 miles per year. The miles that are put onto these vehicles are atypical in terms of normal driving, due to the special nature of their business. "These trucks are used for putting in lines, checking signals, and also for 'tuning up' the cable system, which is something we do on a daily basis," says Skip Dye, who administers the San Diego fleet. "Typically, these vehicles go through a lot of short distance, stop-and-go driving in the course of their day. The vehicles are driven to a location, the driver sets up his or her equipment, performs the job, and then moves to the next location, which can be no more than a quarter-mile down the road. Each driver may perform such an operation as many as 40 times per day."

Dye says that the way trucks are spec'ed goes a long way in making sure that they can withstand this type of unusual usage. "The company tries to spec as many heavy-duty components as we can on the trucks in the 10,000 to 15,000 GVW range," Dye explains. "By upgrading our spec's, we also hope to extend our replacement cycles up to 60 months from an average of 42 months. We believe that by going with the heavier-duty components we can get through that length of time without serious problems."

Dye says that the company is equipping both gasoline and diesel engines in these vehicles, but that the diesels seem to be better suited to Cox's operations. But there are also drawbacks to the diesels that have to be dealt with.

"A lot of our cable maintenance and tune-up operations take place between 11 p.m. and 6 a.m., and the diesels are a little noisy. We sometimes get complaints about them, and so from a customer service standpoint we want to minimize that," Dye explains. "We are still trying to balance the noise problem with the wear-and-tear on the motors of our vehicles."

Frequent Inspections Reduce Costs

"All of Cox's regional companies use their own centralized maintenance program, and we are lucky to have our vehicles all under one roof," says Dye. "We provide all our own service and maintenance, except for paint and body work, which helps out a great deal in keeping our vehicles running. With all vehicles in one place, we can inspect approxi-

mately one-third of the fleet each day."

Included at the San Diego maintenance facility is a fuel island fed by two 15,000-gallon tanks. Before the start of each workday, a fleet attendant fuels each vehicle, performs a walk-around safety check, a lubricant and fluid check, and tests each vehicle for road-worthiness. "This inspection determines if there are any impending problems," says Dye. "This allows us to catch minor problems before they become major ones."

Accidents Reduced by Training

Making drivers aware of safety and vehicle responsibilities is another aspect of Cox's operations that keeps the fleet running smoothly. Installation and repair drivers receive three hours of individual training on the particular vehicle they will operate, in addition to a four-hour driver safety and training program employees go through when hired. "The safety and vehicle training really pays off in lower accident rates and maintenance," says Dye. "The message we try to get across is to keep driving speed down, use safety belts, and walk around the vehicle before moving it to make sure there is nothing near it they could accidentally run over or hit."

Cox employs a safety manager to administer the training, and Dye is confident that the training can meet any Occupational Safety and Health Administration requirements that may be mandated. AF

Top 10 Cable Television Fleets

'91 RANK	COMPANY NAME & HEADQUARTERS	FLEET CONTACT	CO. OWNED	LESSORS	#CARS	#TRUCKS & VANS	TOTAL
1	Tele-Communications, Inc. Denver, CO	Lynn Langfield	X	GEC Fleet	371	6,192	6,563
2	United Artists Ent. Co. Denver, CO	Fran Spencer	X	—	150	2,650	2,800
3	Cox Cable Communications Atlanta, GA	Patsy Brownson	X	ARI, Wheels	416	2,113	2,529
4	Jones Spacelink Ltd. Englewood, CO	Margaret Bryant	X	GEC Fleet, PHH	234	1,500	1,734
5	Storer Cable Communications Miami, FL	Shellie Davidson	X	—	76	1,432	1,508
6	Comcast Cable Communications Philadelphia, PA	Rich Pulley	X	—	100	1,400	1,500
7	Times-Mirror Cable TV Irvine, CA	Debi Harms	—	Wheels	0	1,300	1,300
8	Warner Cable Communications, Inc. Dublin, OH	Rick Cirincione	—	Wheels	12	1,200	1,212
9	Cablevision Industries Liberty, NY	Bill Cidney	X	—	250	950	1,200
10	Sammons Communications Corp. Dallas, TX	Bruce Crawford	X	—	30	710	740
Source: Automotive Fleet Research Dept.				**SUBTOTAL**	1,639	19,447	
				TOTAL VEHICLES			21,086

USED-CAR PRICES

The following are average used-car prices for the period ending May 1,1991. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
89 BUICK SKYHAWK			
Coupe	5,601	5,655	5,485
Sedan	5,677	5,735	5,564
88 BUICK SKYHAWK			
Coupe	4,581	4,629	4,489
Sedan	4,645	4,691	4,554
90 BUICK SKYLARK			
Cust Sedan	7,748	7,824	7,594
89 BUICK SKYLARK			
Cust Sedan	6,536	6,603	6,408
90 BUICK CENTURY			
Cust Sedan	8,419	8,503	8,249
89 BUICK CENTURY			
Cust Sedan	6,639	6,705	6,506
90 BUICK LESABRE			
Cust Sedan	10,851	10,961	10,636
89 BUICK LESABRE			
Cust Sedan	8,512	8,597	8,340
90 CADILLAC DEVILLE			
Coupe	17,250	17,423	16,907
Sedan	17,426	17,600	17,077
89 CADILLAC DEVILLE			
Coupe	14,617	14,763	14,326
Sedan	14,777	14,927	14,482
90 CADILLAC SEVILLE			
Sedan	17,940	18,119	17,580
89 CADILLAC SEVILLE			
Sedan	14,850	15,000	14,553
90 CHEVY BERETTA			
Coupe	7,784	7,862	7,628
89 CHEVY BERETTA			
Coupe	6,457	6,524	6,329
90 CHEVY CORSICA			
Hatchback 5 Dr	7,562	7,640	7,413
89 CHEVY CORSICA			
Hatchback 4 Dr	6,122	6,184	6,000
90 CHEVY CAVALIER			
Sedan	5,880	5,938	5,763
89 CHEVY CAVALIER			
Sedan	5,193	5,244	5,089
89 CHEVY CELEBRITY			
Sedan	6,000	6,060	5,879
88 CHEVY CELEBRITY			
Sedan	4,755	4,803	4,661
90 CHEVY CAPRICE			
Sedan	8,622	8,709	8,451
89 CHEVY CAPRICE			
Sedan	6,792	6,861	6,656
90 CHRYSLER LEBARON			
Sedan	9,603	9,698	9,412
90 CHRYSLER LEBARON			
Highline Sedan	6,347	6,409	6,217
90 CHRYSLER NEW YORKER			
Salon Sedan	11,345	11,459	11,119
89 CHRYSLER NEW YORKER			
Sedan	9,709	9,803	9,514
89 CHRYSLER FIFTH AVENUE			
Sedan	9,762	9,854	9,563
88 CHRYSLER FIFTH AVENUE			
Sedan	7,773	7,851	7,618
89 DODGE ARIES AMERICA			
Sedan	4,825	4,872	4,726
88 DODGE ARIES AMERICA			
Sedan	3,752	3,789	3,676
90 DODGE SHADOW			
Liftbk 5 Dr	6,450	6,516	6,323
89 DODGE SHADOW			
Liftbk 5 Dr	5,262	5,312	5,158
90 DODGE DYNASTY			
Sedan	8,922	9,013	8,745

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
90 FORD ESCORT			
Htchbk 4 Dr LX	5,626	5,683	5,513
89 FORD ESCORT			
Htchbk 4 Dr LX	4,484	4,528	4,394
90 FORD MUSTANG			
LX-4 Coupe	7,433	7,509	7,287
89 FORD MUSTANG			
LX-4 Coupe	6,004	6,063	5,884
90 FORD TEMPO			
GL Sedan 4 Dr	6,714	6,781	6,579
89 FORD TEMPO			
GL Sedan 4 Dr	5,350	5,404	5,243
90 FORD TAURUS			
GL Sedan 4 Dr	9,269	9,362	9,085
89 FORD TAURUS			
GL Sedan 4 Dr	6,956	7,026	6,813
90 FORD CROWN VICTORIA			
Sedan	11,075	11,187	10,853
89 FORD CROWN VICTORIA			
Sedan	8,965	9,074	8,806
90 THUNDERBIRD			
Coupe	9,805	9,904	9,610
89 THUNDERBIRD			
Coupe	8,620	8,341	8,094
90 LINCOLN			
Town Car Sedan	17,786	17,963	17,432
Mark VII LSC Coupe	17,317	17,490	16,970
Continental Sedan	16,413	16 577	16,084
89 LINCOLN			
Town Car Sedan	13,309	13,444	13,043
Mark VII LSC Coupe	14,445	14,591	14,158
Continental Sedan	14,378	14,522	14,091
90 MAZDA 626			
LX Sedan 4 Dr	10,332	10,435	10,229
90 MERCURY COUGAR			
LS Coupe	10,306	10,408	10,096
89 MERCURY COUGAR			
LS Coupe	8,729	8,816	8,554
90 MERCURY TOPAZ			
GS Sedan 4 Dr	6,877	6,948	6,743
89 MERCURY TOPAZ			
GS Sedan 4 Dr	5,494	5,549	5,384
90 MERCURY SABLE			
GS Sedan 4 Dr	9,358	9,451	9,171
89 MERCURY SABLE			
GS Sedan 4Dr	7,010	7,079	6,868
90 MERCURY GRAND MARQUIS			
GS Sedan	11,557	11,672	11,327
89 MERCURY GRAND MARQUIS			
GS Sedan	9,524	9,619	9,334
90 MITSUBISHI MIRAGE			
Sedan 4 Dr	6,222	6,284	6,159
89 MITSUBISHI MIRAGE			
Sedan 4Dr	4,772	4,820	4,725
90 NISSAN SENTRA			
Sedan 2 Dr	5,560	5,615	5,503
90 NISSAN STANZA			
XE Ntch 4 Dr	9,310	9,402	9,217
90 NISSAN MAXIMA			
SE Sedan	14,666	14,813	14,518
89 NISSAN SENTRA			
Sedan 2 Dr	4,261	4,303	4,218
89 NISSAN STANZA			
Ntch 4 Dr	7,236	7,308	7,163
89 NISSAN MAXIMA			
SE Sedan	12,241	12,363	12,118
90 OLDS CIERA			
Coupe	8,485	8,571	8,316
Sedan	8,127	8,210	7,966
89 OLDS CIERA			

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
Coupe	6,565	6,632	6,433
Sedan	6,639	6,705	6,506
90 OLDS CALAIS			
Sedan	6,887	6,955	6,750
89 OLDS CALAIS			
Sedan	5,992	6,052	5,873
90 OLDS CUTLASS SUPREME			
Coupe	9,286	9,379	9,101
89 OLDS CUTLASS SUPREME			
Coupe	7,449	7,524	7,300
90 OLDS 98 REGENCY			
Sedan	13,652	13,791	13,380
89 OLDS 98 REGENCY			
Sedan	10,534	10,640	10,321
89 PLYMOUTH RELIANT			
Sedan	4,800	4,849	4,705
88 PLYMOUTH RELIANT			
Sedan	3,752	3,788	3,678
90 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	6,450	6,516	6,323
89 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	5,262	5,312	5,158
89 PLYMOUTH GRAN FURY			
Salon Sedan	4,928	4,979	4,830
88 PLYMOUTH GRAN FURY			
Salon Sedan	3,924	3,963	3,847
90 ACCLAIM			
Sedan	7,315	7,388	7,169
90 PONTIAC SUNBIRD			
LE Sedan	6,640	6,705	6,504
SE Coupe	6,550	6,614	6,418
89 PONTIAC SUNBIRD			
LE Sedan	5,503	5,558	5,392
SE Coupe	5,429	5,483	5,321
90 PONTIAC 6000			
LE Sedan	8,477	8,563	8,305
89 PONTIAC 6000			
LE Sedan	6,243	6,303	6,117
90 PONTIAC GRAND AM			
LE Sedan	7,749	7,828	7,595
89 PONTIAC GRAND AM			
LE Sedan	6,459	6,523	6,330
90 PONTIAC BONNEVILLE			
LE Sedan	10,986	11,097	10,766
89 PONTIAC BONNEVILLE			
LE Sedan	8,390	8,472	8,222
90 PONTIAC GRAND PRIX			
Coupe	9,583	9,678	9,390
89 PONTIAC GRAND PRIX			
Coupe	7,637	7,715	7,484
90 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	7,198	7,270	7,125
90 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	9,261	9,354	9,168
90 TOYOTA CRESSIDA			
Lux Sedan	15,505	15,660	15,350
89 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,331	6,393	6,268
89 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	7,711	7,788	7,635
89 TOYOTA CRESSIDA			
Lux Sedan	12,898	13,028	12,769
90 VOLKSWAGEN JETTA			
Sedan 4 Dr	8,374	8,458	8,289
89 VOLKSWAGEN JETTA			
Sedan 4 Dr	7,030	7,101	6,959
90 VOLVO			
240 DL Sedan	12,350	12,472	12,226
89 VOLVO			
240 DL Sedan	11,017	11,126	10,907

NEW PRODUCTS

visually deter thieves. Both items are portable from car to car. *Carbrella.*

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New Haven, CT	138.7	131.9
Key West, FL	147.9	121.4
Augusta, GA	139.9	104.9
Des Moines, IA	159.4	125.9
Wichita, KS	149.6	111.9
Kalamazoo, MI	165.9	121.4
Gulfport, MS	147.2	116.9
Bismarck, ND	149.9	127.9
Santa Fe, NM	143.6	118.7
Niagara Falls, NY	130.9	119.4
Tulsa, OK	146.2	112.9
Beaumont, TX	119.9	113.4

The average U.S. full-serve gasoline price for the month of May was 138.0 cents per gallon.
The average U.S. self-serve gasoline price for the month of May was 116.4 cents per gallon.
Survey conducted during the first five working days of May 1991.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.